SIKKIM

GOVERNMENT GAZETTE

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GOVERNMENT OF SIKKIM
DEPARTMENT OF INFORMATION AND PUBLIC RELATIONS
GANGTOK.

No. 24/IPR/06-07 **Dated : 10/10/2006**

ADVERTISEMENT POLICY

The Department of Information and Public Relations being a nodal agency shoulders the onerous responsibility of disseminating various programmes and policies of the Government among masses through print and electronic media.

The Department is the press and publicity wing of the Government of Sikkim and therefore plays a pivotal role in the promotion of schemes and policies that lead to a greater and better understanding of governance.

Now therefore with a view to secure wider publication, publicity and coverage of all concerned sections of the population through an integrated arrangement for the issue of Government advertisements, the Governor of Sikkim is hereby pleased to specify the following advertisement policy namely :-

1. NODAL AUTHORITY :

The Department of Information and Public Relations will function as Nodal Authority for issue of all State Government advertisements to empanelled local, regional and national newspapers and periodicals.

2. CRITERIA FOR ISSUE OF ADVERTISEMENT :

(1) All Government Departments and subordinate offices, autonomous bodies and joint ventures shall channelise their advertisements through Information and Public Relations Department (hereinafter referred to as "the IPR Department") before releasing any advertisements to newspapers and journals.

(2) No advertisement will be issued directly to any newspaper or periodical, by any department or their subordinate offices.

(3) Information & Public Relations Department may scrutinize or modify advertisements for suitable issue.

(4) Political affiliation will not be taken into account in placing government advertisements. Advertisement will not be issued to newspaper(s), the content(s) of which, in the opinion of State Government, are likely to incite communal passion, motivate violence or otherwise offend socially accepted conventions of

public decency and morals, offend the sovereignty and integrity of India, or carry out malicious, subversive activities against the government established by law.

3. CRITERIA FOR EMPANELMENT :

(a) To qualify for empanelment for issue of advertisement, a newspaper must have uninterrupted and regular publication for a period of not less than 12 (Twelve) months in the case of a local daily, not less than 14 (Fourteen) months in the case of a local Bi-weekly and not less than 18 (Eighteen) months in the case of a local Weekly Newspaper. Such criteria will equally apply to a newspaper the publication of which has been ceased for a period of 6 (Six) months or more and starts publication again, thereafter:

(b) Conform with the following conditions namely :-

(i) all newspapers must carry editorial invariably;
(ii) the print matter and photographs should be legible, neat, clear and without smudges, overwriting and tampering;
(iii) there should be no repetition of news items or articles from other issues;
(iv) there should be no production of news items or articles from other news papers/journals without credit line;
(v) masthead on its front page should carry the title of the paper, date and day of publication of the newspapers. It should also carry Registrar of Newspaper for India (hereinafter referred to as "RNI") Registration Number, Volume and Issue Number and price of newspaper/journal;
(vi) inner pages must carry page number, title of the paper and date of publication.
(vii) Last page must carry print line clearly indicating the name of Editor, Publisher, Place of Printing and name of the printing press as required under Press and Registration of Book Act, 1867;

(c) have a minimum 'paid-circulation' per issue of not less than :-

(i) Dailies – Minimum paid circulation of 2000 copies;
(ii) Weeklies and Bi-Weeklies – Minimum paid circulation of 500 copies;
(iii) Other periodicals – Minimum paid circulation of 500 copies.

(d) be regular in publication and have at least 25 (Twenty five) issues every month in case of Daily, at least 7 (Seven) issues every month in case of Bi-Weekly and at least 4 (Four) issues every month in case of Weekly;

(e) furnish an affidavit of the circulation statistics of such newspaper for minimum period as specified in Para 3(a) of this Notification to the Director of Information and Public Relations, Sikkim. The circulation figures as specified in the affidavit, if proved incorrect, will render the newspaper ineligible for advertisement for a minimum period of two years from the date of such disqualification.

4. SPECIFICATION OF ADVERTISEMENT :

All-Government advertisements shall be made according to the following specification namely :-

(a) Headlines or headings of advertisement shall not exceed 14 points typeface size, except for display advertisement.
(b) Sub-Headings of an advertisement shall not exceed 12-point type size.
(c) The contents of an advertisement except the headlines or headings shall not exceed 10 points typeface size.
(d) No spacing or lead insertion can be made between the lines of an advertisement.
(e) Spacing between the 'heading' or 'headline', and the contents of an advertisement, or between its paragraph(s) or between the paragraph and the designation of the authority issuing the advertisements should not exceed 3 points lead, or as per specifications given by the Department.

5. CERTIFICATE OF PRINTING :

Local newspaper must submit to the Director, Information and Public Relations, Sikkim within the 15th January and the 15th July, each year a statement showing the total number of issues brought out by the newspaper during the preceding 6 (six) months period. Certificate of printing indicating average number of copies printed per issue monthwise in the preceding 6 (six) months to be obtained from the owner of the press from where the paper is printed will also have to be submitted to the Director of Information and Public Relations by the same date duly verified by respective DIOs. In case the editor, printer and publisher happen to be the same person, a competent authority approved by the Government if considered necessary will make a scrutiny of the Certificates. No advertisement will be issued to a newspaper, which fails to comply with such requirement.

6. FAIR AND EQUITABLE DISTRIBUTION OF ADVERTISEMENT :

While fair and equitable distribution of Government advertisements amongst local newspapers, commensurate with the disclosed level of circulation of each such newspaper, will be made, such advertisements are not intended to be a source of financial assistance to any newspapers.

7. COPIES OF NEWS PAPERS :

All editors/publishers of local newspapers must sent 10 (Ten) copies of every issue of newspaper which they edit, publish, whether Daily, Bi-Weekly, Weekly or Monthly to the Director, Information and Public Relations, Sikkim free of cost, on the date of issue, failing which they are liable to have their newspaper removed from the panel of local newspaper maintained in the Department of Information and Public Relations for the purpose of issue of Government Advertisements.

8. PRODUCTION STANDARD :

The newspapers and periodicals should have the following minimum print areas respectively to qualify for receiving Government advertisements :-

(i) Dailies	:	4 (Four) pages with print area of not less than 52 cms x 8 standard columns per page or equivalent printed space per issue.
(ii) Bi-Weekly/Weekly	:	4 (Four) pages with print area of not less than 40 cms x 6 standard columns per page or equivalent printed space per issue.
(iii) Fortnightly	:	12 (Twelve) pages with print area of not less than 40 cms x 6 standard columns per page or equivalent printed space per issue.
(iv) Other periodicals	:	Minimum 32 pages of ¼ demy or crown size.

Exceptions may be made in case of newspapers/periodicals published in local languages.

9. ELIGIBILITY FOR RECEIVING GOVERNMENT ADVERTISEMENTS :

Newspapers and periodicals will have to fulfill the following requirements to become eligible for receiving Government advertisements :

(a) Minimum Circulation :

(i) Dailies	:	Minimum paid circulation of 2000 copies.
(ii) Bi-Weeklies	:	Minimum paid circulation of 500 copies.
(iii) Weeklies	:	Minimum paid circulation of 500 copies.
(iv) Fortnightly	:	Minimum paid circulation of 500 copies.
(v) Other periodicals	:	Minimum paid circulation of 500 copies.

(b) **Minimum Issues** :
The newspapers and journals which have brought out minimum number of issues as per the table below in the preceding year will be eligible for receiving Government advertisement in a particular year :

(i)	Dailies	:	300 issues.
(ii)	Bi-Weeklies	:	100 issues.
(iii)	Weeklies	:	70 issues.
(iv)	Monthlies	:	12 issues.
(v)	Bi-Monthlies	:	6 issues.
(vi)	Quarterlies	:	4 issues.

(c) **Regularity** :
No newspaper or periodical shall be treated as regular for receiving Government advertisements unless it brings out the following number of issues continuously in preceding 6 (six) months after the empanelment:-

(i)	Dailies	:	170 issues.
(ii)	Bi-Weeklies	:	46 issues.
(iii)	Weeklies	:	23 issues.
(iv)	Fortnightly	:	11 issues
(v)	Monthlies	:	5 issues.
(vi)	Bi-Monthlies	:	3 issues.
(vii)	Quarterlies	:	2 issues.

(d) **Advertisement space** :
Newspapers and journals, which do not devote at least 60 percent, printed space in every issue to read and other non-advertisement materials will not be eligible for receiving Government advertisement.

(e) **ESSENTIAL FOR ELIGIBILITY** :
Compliance with the Press and Registration of Books Act, 1867 and registration of the daily newspaper/ periodicals with the Registrar of Newspapers for India (RNI) are essential for being eligible for availing Government advertisement.

(f) **RNI REGISTRATION** :
Newspapers/journals already empanelled with IPR shall have to obtain RNI Registration within 8 months from the issue of this Notification to be eligible for availing Government Advertisements.

10. PROCEDURE FOR INCLUSION IN THE APPROVED LIST :

(1) The Department will prepare a list of newspapers, periodicals etc. for receiving Government advertisements during any particular financial year at the beginning of the year.

(2) The publisher of any newspaper or periodical which figures in the list of the preceding year will have to submit to the Director of Information and Public Relations by February 28 that is one month ahead of the next financial year a certificate from the Chartered Accountants in the prescribed form (in original) claiming paid circulation of more than 2000 (Two thousand) copies per issue, relating to the preceding calendar year from January to December.

(3) Annual certificates of printing in the prescribed Form – A (in original) indicating average number of copies printed per issue monthwise in the preceding calendar year to be obtained from the owner of the press from where the paper is printed will also have to be submitted to the Director of Information and Public Relations by the same date as mentioned in Para (2) above by all newspapers/journals.

(4) In case the Editor, Publisher and Printer happen to be the same person, a competent authority approved by the Government if considered necessary will make a scrutiny of the certificates.

(5) The newspapers and journals which figure in the list of newspapers for receiving government advertisements in the preceding year shall be considered for any particular year on submission of the certificates as indicated in para 10 (2 and 3) above.

(6) National daily newspaper and periodicals with All India circulation in the approved list of Director of Advertisement and Visual Publicity, Government of India may also be eligible for advertisement.

11. APPLICATION FOR FRESH PUBLICATION :

(1) Application forms for fresh publication are to be submitted by the publishers concerned to the Director of Information and Public Relations together with certificates as indicated in Para 5 & 10 (2 and 3) relating to the period since the launching of the publication or the preceding calendar year.

(2) The Director of Information and Public Relations will scrutinize the applications and the certificates received on or before February 28 and will finalise and publish in March every year the list of approved papers for receiving Government advertisements during the next financial year. No application of certificate received after February 28 will be considered.

12. CLASSIFIED AND DISPLAY ADVERTISEMENTS :

(1) Display and classified advertisement will be released to only those local newspapers and magazines empanelled with Information and Public Relations. However, because of the short duration nature of the Notices, only dailies, bi-weeklies and weeklies that have maintained the regularity of their publications shall be qualified for the classified advertisement. All classified advertisement will however be brought out as per the specification given by IPR Department in release order in accordance with para 4 (a), (b), (c), (d) and (e).

(2) Release Order Number issued to magazines/journals will remain valid for 6 (six) months only from the date of issue.

(3) In case of wrong publication or printing mistake, the newspaper will republish the advertisement in the very next issue. Payment shall be made to the correctly published advertisements only.

(4) The Department of Information and Public Relations shall fix from time to time the rates payable per column centimeter of classified advertisement issued to local newspaper. The department shall likewise fix the rates for display advertisement issued to local newspaper and journals on special occasions.

13. ADVERTISING RATES :

The Department of Information and Public Relations fixes the following rates for classified and display advertisement :

1. CLASSIFIED :

(a) Daily local newspaper/ periodicals/journals etc.	:	Rs. 65.00 per column centimeter for Black and White and for colour 1 ½ times of Black and White or negotiated rates with concession/special rebate whichever is less.
(b) Bi-Weekly/weekly/fornightly local newspaper/periodicals/ Journals etc.	:	Rs. 55.00 per column centimeter for Black and White and for colour 1½ times of Black and White or negotiated rates with concession/special rebate whichever is less.
(c) National Newspaper/ periodicals/journals etc.	:	(a) As per Directorate of Advertisement and Visual Publicity Govt. of India (hereinafter referred as DAVP) rate card or negotiated rates with concession/special rebate whichever is less. (b) Without DAVP rate card Rs.100.00 per column centimeter for Black and White and for Colour, 1 ½ times of Black and White.
(d) Foreign Newspaper/ periodicals/journals etc.	:	(a) As per the rate card or negotiated rates with concession/ special rebate whichever is less.

2. **DISPLAY** :

(a) Local Daily newspapers :

Sl. No.	Size	Rates	
		Black and White	Colour
i)	Full Page	Rs. 20,000.00	Rs. 30,000.00
ii)	Half Page	Rs. 10,000.00	Rs. 16,000.00
iii)	Quarter Page	Rs. 8,000.00	Rs. 10,000.00

(b) Local Bi-weekly/weekly newspapers :

Sl. No.	Size	Rates	
		Black and White	Colour
i)	Full Page	Rs. 5,000.00	Rs. 8,000.00
ii)	Half Page	Rs. 3,000.00	Rs. 5,000.00
iii)	Quarter Page	Rs. 2,000.00	Rs. 2,500.00

(c) Literary Magazines/Souvenir of standard size 21 cms x 3 standard column with minimum print area of 228 sq. cm. per page for a magazine having not less than 50 (Fifty) pages and having circulation of 500 to 2500 copies per issue.

Sl. No.	Size	Rates	
		Black and White	Colour
i)	Full Page	Rs. 3,500.00	Rs. 6,000.00
ii)	Half Page	Rs. 2,000.00	Rs. 3,000.00
iii)	Quarter Page	Rs. 1,200.00	Rs. 2,000.00

(d) Four colour magazines related to Travel, Trade, Journal and Regional News Magazines of standard size 24 cms x 3 standard columns with minimum print area of 420 sq. cm. per page having minimum circulation of 2500-5000 copies per issue.

i) Cover page (full) - Rs. 30,000.00
ii) Cover page (half) - Rs. 15,000.00
iii) Inner page (full) - Rs. 20,000.00
iv) Inner page (half) - Rs. 10,000.00

The Department of IPR has the discretion to justify the standard of the magazines before issuing advertisements at the rates mentioned above.

3. **ELECTRONIC MEDIA**

(A) Regional Television.

(i) Telecasting in between news : Rs.5000.00 (per 30 seconds visual clip)
(ii) Telecasting before and after news : Rs.3000.00 (per 30 seconds visual clip)
(iii) Telecasting in any other programme : Rs.2000.00 (per 1 minute visual clip)

(B) Local Television.

(i) Telecasting between news : Rs.300.00 (per 30 seconds visual clip)
Rs.200.00 per additional clip.

(ii) Telecasting before and after news : Rs.200.00 (per 30 seconds visual clip)
Rs.100.00 per additional clip.

(iii) Running scroll per day in English	:	Rs. 3.00 per word.
(iv) Running scroll per day in Devnagari	:	Rs. 4.00 per word.
(v) Production charge of scroll matter	:	Rs.100.00
(vi) Production charge of logo/picture in scroll	:	Rs.100.00

(C) News Website.

(i) Classified Advertisement	:	Rs. 20.00 per word.
(ii) Display Advertisement	:	Rs.5000.00 Full page as per print media. Rs.3000.00 Half page as per Print media
(iii) Top banners advertisement		
(Master page)	:	Rs.2000.00 per day.
(Other page)	:	Rs.1000.00 per day.
(iv) Pop-up Advertisement		
(Master page)	:	Rs.2200.00 per day.
(Other page)	:	Rs.1100.00 per day.
(v) Scroll Advertisement		
(Master page)	:	Rs. 200.00 per day.
(Other page)	:	Rs. 100.00 per day.

14. PAYMENTS :

Adequate provisions for payment for all the advertisements shall be made by the Departments and ensure that the payments are made within 120 (One Hundred and Twenty) days from the submission of bills duly certified by the IPR Department. The bills shall be in triplicate alongwith the relevant advertisement in three copies.

The Department of Information and Public Relations shall not be responsible for verification of any bill of advertisement released in contravention of the Advertisement Policy of the State Government.

15. SUSPENSION OF NEWSPAPER AND CESSATION OF GOVERNMENT ADVERTISEMENTS.

(a) A newspaper will stand suspended with immediate effect if found to have submitted wrong information in his application or rate renewal proforma; or

If found to have discontinued its publication, changed its periodicity or its title or have become irregular or suspected to have been indulging in unethical or anti-national activities as found by the Press Council of India or if convicted by a Court of law for such activities.

(b) Before suspension of a newspaper for Government advertisements on grounds of unethical practices, anti-national activities, violation of the norms of decency as prescribed by the Press Council of India, such newspapers will be given due hearing by the Government and a final view will be taken by Government.

(c) If a newspaper refuses to accept and carry an advertisement issued by Government on behalf of the Ministries/Departments of Government of India, Public Sector Undertakings and Autonomous Bodies on persistent basis, the newspaper may be suspended for a period upto six months by Director, IPR Department.

(d) The department reserves the right not to issue Government advertisements to any newspaper/periodicals without assigning any reason thereof.

16. PROCEDURE FOR SETTLING CIRCULATION OF NEWSPAPERS/PERIODICALS.

The District Information and Public Relations Officer (hereinafter referred to as "DIPRO") duly authorized by Director, Information and Public Relations shall verify the circulation figure and intimate his findings to the concerned newspaper/periodical within his jurisdiction. While verifying the circulation, the verification will be based on capacity of printing press, purchase figures of newsprint used, sales network and other relevant factors. The District Magistrate will carefully scrutinize and approve the findings of DIPRO before concluding the findings.

In case the newspapers concerned do not agree with the finding of the DIPRO they may first appeal to the State Level Circulation Monitoring Committee (hereinafter referred to as "SLCMC") consisting of the following members namely :

1. Secretary, I&PR	:	Chairman.
2. Special Secretary, IT&CT	:	Member.
3. Director, I&PR	:	Convenor.

Those newspapers, which have certificate of circulation as members of Audit Bureau of Circulation, may be exempted from process of verification referred to above, unless there are valid reasons to workout a verification in the above manner.

17. ANNUAL VERIFICATION :

Annual verification of the circulation and the cessation or otherwise of the newspaper will be made as per procedure prescribed above.

18. POWERS TO ADD, AMEND, ALTER, VARY OR SUBSTITUTE

Notwithstanding anything content in the policy, the Government may, from time to time, as and when deemed necessary add, amend, alter, modify, vary or substitute any of the provisions made herein.

This notification repeal/supersedes all the previous Government Orders, Circulars and Notifications on the subject.

This shall come into force with effect from the date of its publication in the official Gazette.

By order and in the name of the Governor.

(M.G. KIRAN) I.A.S.
SECRETARY TO THE GOVERNMENT OF SIKKIM
INFORMATION & PUBLIC RELATIONS DEPARTMENT
GOVERNMENT OF SIKKIM.

FORM - A

Annual Statement in respect of the newspaper entitled _____ for the period ending 31st March, 200___

Sl. No.	Items	Details of Particulars	Particulars of changes, if any, during the year with date(s) changes	Remarks
1	2	3	4	5
	A. GENERAL			
1.	Declaration under which the newspaper is published			
2.	Registration number of the newspaper			
3.	Title of the newspaper			
4.	Language(s) in which the newspaper is published			
5.	Periodicity of its publication			
6.	a. Whether a daily, tri-weekly, bi-weekly, weekly, fortnightly or otherwise			
	Publisher's Name			
7.	• Nationality			
	• Postal Address			
	• Tel. Nos.			
	• E-mail address			
8.	Name and address of the printing press(es) where Printing is conducted			
9.	Editor's Name			
	• Nationality			
	• Postal Address			
	• Tel. Nos.			
	• E-mail address			
	a. Size of the page of the newspaper in (metres) and its description, e.g. demy, crown, etc.			
	b. Average number of pages per week in respect of daily, bi-weekly, tri-weekly and weekly news-papers			
	c. Average number of pages per issue in respect of other newspapers			

		Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Total
12.	Number of days of publication in the year													

I, ... hereby declare that the particulars given above are true to the best of my knowledge and belief.

(Name in block letters)

Date .....

Signature of the Publisher .....

'B'- CIRCULATION	Apr	May	Jun	Jul	Aug	Sep	*Half yearly average	Oct	Nov	Dec	Jan	Feb	Mar	* Half yearly average
13.(a) Average number of copies printed per publishing day (b) If the newspaper is not published daily, please state the number of days on which the newspaper was published during a month and the number of copies printed on each of these days. 14. Average number of copies sold per publishing day ..... 15. Average number of copies distributed free per publishing day (including complimentary, voucher, exchange, bonus, sample and office copies) ..... 16. Retail selling price per copy. (a) If the newspaper is for free distribution, please state that it is "for free distribution". (b) If it has only an annual subscription and no retail price, please state that the actual subscription														

* Half-yearly average should be calculated on the basis of the total number of days of publication during the period.

Publisher's declaration :

I, ... (Name in block letters) publisher of ..... do hereby declare that the particulars shown in the statement set forth above are true and correct to the best of my information, knowledge and belief.

Date .....

Signature of Publisher .....

Certified by Chartered Accountant (in respect of Newspaper where the average number of copies printed per publishing day exceed 2000).

We have examined the books and accounts of ..... (Name of paper) ..... for the period ending ..... and have obtained all the information and explanations required by us. In our opinion the statement set forth above/enclosed reflects true and correct analysis of the sales of the publisher for the period ending ..... to the best of our information and belief and according to the explanations given to us and as shown by the books of accounts.

(Signature) .....

(Name in block letters)

Chartered Accountant

Date .....

Registration No. .....